



**KNXV-TV  
PHOENIX**

# ORDER

Print Date 07/23/12 Page 1 of 4

Flight Dates 07/24/12-07/30/12

Contract / Revision 304757 / **Wil Cardon for Senate 2012**

Original Date / Revision 07/23/12 07/23/12  
Agency Com 15%  
Billing Contact

Advertiser Cardon / Republican / Senat  
**PO Box 288  
Alexandria, VA 22313**

Agency Media Placement Technolog

Buying Contact  
**500 N Washington Street - Suite #3  
Alexandria, VA 22314**  
Sales Office EWSDC  
Sales Region NAT  
Agency Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Sep 00:10:00  
Estimate # TV: 07240730 :30's  
Alt Order #  
Billing Type Cash  
Order Type GENERAL  
Billing Cycle EOM/EOC  
Billing Calendar BROADCAST  
Demographic A25-54  
Rev Codes POL POL CAND  
Product Codes PL  
Priority P-6  
Advertiser Ref

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
July 2012	74	\$28,109.50	\$33,070.00	0.00	06/25/12	07/29/12	74	\$28,109.50	\$33,070.00
August 2012	16	\$6,846.75	\$8,055.00	0.00	07/30/12	07/30/12	16	\$6,846.75	\$8,055.00
<b>Totals</b>	<b>90</b>	<b>\$34,956.25</b>	<b>\$41,125.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KNXV	07/24/12	07/30/12	M-F 5-6am M-F 5-6am	CM	5am-6am	2222--	:30	10	\$100.00	P-3	0.00	NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 07/23/12		07/23/12	07/29/12	-2222--			8		\$100.00		0.00				
Week: 07/30/12		07/30/12	08/05/12	2-----			2		\$100.00		0.00				
2	KNXV	07/24/12	07/30/12	M-F 6-7am M-F 6-7am	CM	6am-7am	2222--	:30	10	\$225.00	P-3	0.00	NM	10	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



# **KNXV-TV PHOENIX**

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Contract / Revision **304757** Flight Dates **07/24/12-07/30/12**

Hiatus Dates

Original Date / Revision 07/23/12/ 07/23/12

Order Sep 00:10:00

Advertiser **Cardon / Republican / Sena** Product **Wil Cardon for Senate 2012** Estimate # **TV: 07240730 :30's**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	KNXV	07/24/12	07/30/12	M-F 6-7am M-F 6-7am	CM	6am-7am	2222--	:30	10	\$225.00	P-3	0.00	NM	10	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-2222--					8	\$225.00		0.00			
Week:		07/30/12	08/05/12	2-----					2	\$225.00		0.00			
E 3	KNXV	07/24/12	07/30/12	M-F 7-9am M-F 7-9am	CM	7am-9am	2222--	:30	10	\$225.00	P-3	0.00	NM	10	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-2222--					8	\$225.00		0.00			
Week:		07/30/12	08/05/12	2-----					2	\$225.00		0.00			
4	KNXV	07/28/12	07/28/12	Sa 6-7am GMA Sa 6-7am Good Morning ,	CM	6am-7am	-----S-	:30	1	\$75.00	P-6	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S-					1	\$75.00		0.00			
5	KNXV	07/29/12	07/29/12	Su 6-7am GMA Su 6-7am Good Morning ,	CM	6am-7am	-----S	:30	1	\$75.00	P-6	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S					1	\$75.00		0.00			
6	KNXV	07/24/12	07/30/12	M-F 9am-10am Sonoran Living	CM	9am-10am	1111--	:30	5	\$100.00	P-3	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-1111--					4	\$100.00		0.00			
Week:		07/30/12	08/05/12	1-----					1	\$100.00		0.00			
7	KNXV	07/24/12	07/30/12	M-F 11am-12pm ABC15 News at 11AM	CM	11am-12pm	1111--	:30	5	\$80.00	P-6	0.00	NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-1111--					4	\$80.00		0.00			
Week:		07/30/12	08/05/12	1-----					1	\$80.00		0.00			
8	KNXV	07/24/12	07/30/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	1111--	:30	5	\$225.00	P-6	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-1111--					4	\$225.00		0.00			
Week:		07/30/12	08/05/12	1-----					1	\$225.00		0.00			
9	KNXV	07/24/12	07/30/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	1111--	:30	5	\$200.00	P-6	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-1111--					4	\$200.00		0.00			
Week:		07/30/12	08/05/12	1-----					1	\$200.00		0.00			
10	KNXV	07/24/12	07/30/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	1111--	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-1111--					4	\$450.00		0.00			
Week:		07/30/12	08/05/12	1-----					1	\$450.00		0.00			
11	KNXV	07/24/12	07/30/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	1111--	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-1111--					4	\$450.00		0.00			
Week:		07/30/12	08/05/12	1-----					1	\$450.00		0.00			
12	KNXV	07/28/12	07/28/12	Sa 6pm News SA 6pm-630p	CM	6pm-630p	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S-					1	\$250.00		0.00			



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PHOENIX**

Contract / Revision 304757 Flight Dates 07/24/12-07/30/12

Hiatus Dates

Original Date / Revision 07/23/12/ 07/23/12

Order Sep 00:10:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate # TV: 07240730 :30's

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
13	KNXV	07/29/12	07/29/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-----S					1	\$250.00		0.00			
E 14	KNXV	07/24/12	07/30/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11111--	:30	5	\$750.00	P-3	0.00	NM	5	\$3,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-1111--					4	\$700.00		0.00			
		Week: 07/30/12	08/05/12	1-----					1	\$750.00		0.00			
15	KNXV	07/28/12	07/28/12	SA 630pm-7pm SA 630pm-7pm	CM	630pm-7pm	-----S-	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-----S-					1	\$450.00		0.00			
16	KNXV	07/30/12	07/30/12	Monday Prime C Castle	CM	9pm-10pm	M-----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	M-----					1	\$3,500.00		0.00			
17	KNXV	07/25/12	07/25/12	Wednesday Prime C Final Witness	CM	9pm-10pm	--W----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	--W----					1	\$2,000.00		0.00			
18	KNXV	07/27/12	07/27/12	Friday Prime A Shark Tank	CM	7pm-8pm	----F--	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	----F--					1	\$2,000.00		0.00			
19	KNXV	07/27/12	07/27/12	Friday 8-10pm Friday 8-10pm	CM	8-10pm	----F--	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	----F--					1	\$2,000.00		0.00			
20	KNXV	07/27/12	07/27/12	Friday 8-10pm Friday 8-10pm	CM	8-10pm	----F--	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	----F--					1	\$3,000.00		0.00			
21	KNXV	07/28/12	07/28/12	ABC Saturday Prime Saturday Prime	CM	7pm-10pm	-----S-	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-----S-					1	\$1,500.00		0.00			
22	KNXV	07/29/12	07/29/12	Sunday Prime A AFHV	CM	6pm-7pm	-----S	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-----S					1	\$2,000.00		0.00			
23	KNXV	07/24/12	07/30/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	11111--	:30	5	\$850.00	P-3	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-1111--					4	\$850.00		0.00			
		Week: 07/30/12	08/05/12	1-----					1	\$850.00		0.00			
24	KNXV	07/28/12	07/28/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	-----S-	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-----S-					1	\$450.00		0.00			
25	KNXV	07/29/12	07/29/12		CM	10pm-1035pm	-----S	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00



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**KNXV-TV  
PHOENIX**Contract / Revision    **304757**    Flight Dates **07/24/12-07/30/12**Hiatus DatesOriginal Date / Revision    07/23/12/    07/23/12Order Sep    00:10:00Advertiser    **Cardon / Republican / Sena**    Product **Wil Cardon for Senate 2012**    Estimate #    **TV: 07240730 :30's**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots    Amount	
SU 10-1035pm 10pm News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/23/12	07/29/12	-----S		1		\$850.00		0.00					
26	KNXV	07/24/12	07/30/12	M-F 1035pm-1102pm	CM	1035pm-1102pm	11111--	:30	5	\$350.00	P-3	0.00	NM	5	\$1,750.00
Nightline															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/23/12	07/29/12	-1111--		4		\$350.00		0.00					
Week:		07/30/12	08/05/12	1-----		1		\$350.00		0.00					
27	KNXV	07/29/12	07/29/12	Su 4pm/430pm News	CM	4-430pm/430pm-5p	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
Su 4pm/430pm News (4:00 PM-4:30 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		07/23/12	07/29/12	-----S		1		\$150.00		0.00					

\*Tax 1 Note: Tax 0.5%.

Totals    90    \$41,125.00